

# Facebook Guide: Metrics, Analytics and Resources



7/27/2012

*\*Facebook is constantly changing. While we periodically review this guide to reflect these changes to the interface, we can't always guarantee that what you see on the screen will exactly mimic the information in the guide.*

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## Facebook Insights – Metrics and Analytics

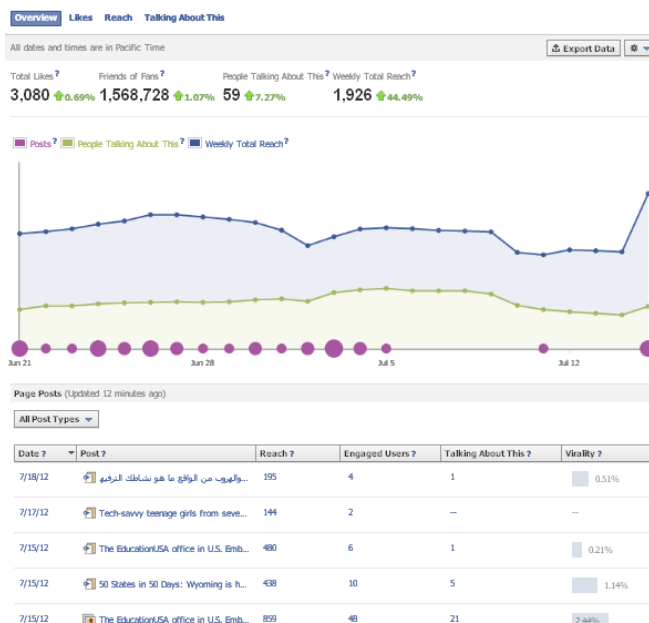
Insights is a tool provided by Facebook to help you track information about your fans. There is a wealth of information here – don't get overwhelmed!

### Accessing Insights

Visit your Admin Panel and click “See All” in the Insights box.

The screenshot shows the Facebook Admin Panel interface. At the top, there are sections for Notifications (2) and Messages (21), both with 'See All' links. Below these are sections for New Likes (listing Prince Philip Vargas, Youness Flick, Moulay Amine Yaakoubi, and Sera Dzneldze) and Page Tips. The central 'Insights' section is highlighted with a red box and contains a 'See All' link. To the right of the Insights section is a 'Discover resources and tips' box with an orange flag icon and text encouraging users to click the 'Edit Page' button and visit the 'Resources' tab for tips on connecting with fans.

You will first see the following “overview” page:



Keeping track of metrics is very important to monitor the success of your Page.

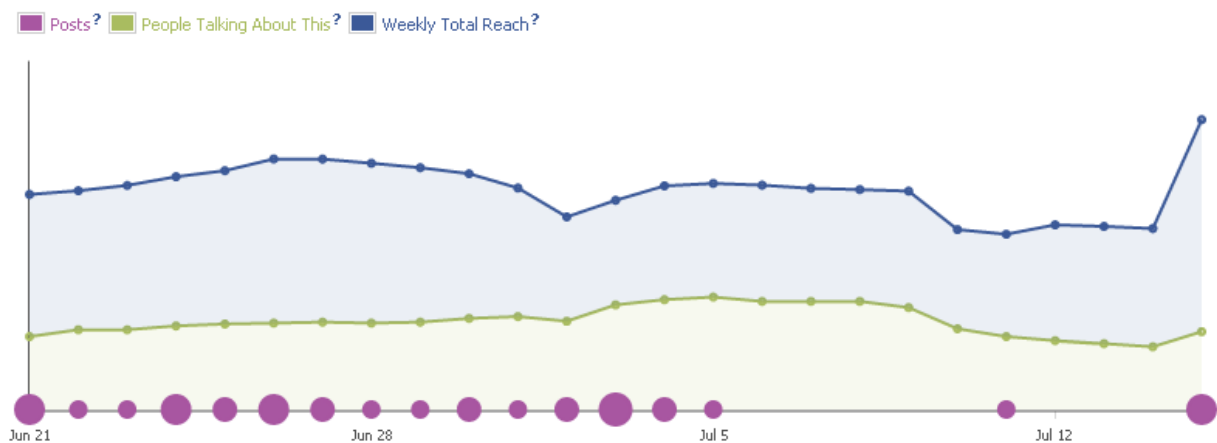
There are four metrics presented at the top of the page that help you quickly assess your engagement:

Total Likes<sup>?</sup> 3,084 ↑0.72% Friends of Fans<sup>?</sup> 1,568,728 ↑1.07% People Talking About This<sup>?</sup> 62 ↑12.73% Weekly Total Reach<sup>?</sup> 1,926 ↑44.49%

1. **Total Likes:** The number of unique people who like your Page as of the last day of your selected date range.
2. **Friends of Fans:** The number of unique people who are friends with your fans as of the last day of your selected date range, including your current fans.
3. **Talking About This:** The number of unique people who have created a story about your Page during your selected date range. A story is created when someone:
  - Likes your Page
  - Likes, comments on, or shares your Page post
  - Answers a question you've asked
  - Responds to your event
  - Mentions your Page
  - Tags your Page in a photo
  - Checks into or recommends your Place
4. **Weekly Total Reach:** The number of unique people who have seen any content associated with your Page (including any Ads or Sponsored Stories pointing to your Page) during the past week.

You can export this data to an Excel spreadsheet by clicking on the “Export Data” button in the top right corner.

The graph below presents your number of posts per day, People Talking About This, and Weekly Total Reach overlaid.



Below the graph, you can find detailed statistics on each of your posts. Here is a rundown of each column:

- **Reach:** the amount of unique people who saw your post
- **Engaged Users:** the amount of people who clicked on your post

- **Talking About This:** the amount of unique people who created a story about your post
- **Virality:** the number of people who have created a story from your post as a percentage of the number of people who have seen it.

You can also click through the links at the top of the page.

**Overview** Likes Reach Talking About This

Click on **Likes** to find out demographic information on your fan base. This provides information on:

- **Gender and Age:** The percentage of people who liked your Page for each age and gender bracket as of the last day of your selected date range. This is based on the data people enter in their profile.
- **Countries:** The number of people who liked your Page as of the last day of your selected date range, broken down by country. This is based on the user's IP address.
- **Cities:** The number of people who liked your Page as of the last day of your selected date range, broken down by city. This is based on the user's IP address.
- **Language:** The number of people who liked your Page as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.
- If you scroll below, you can find data on where your likes are coming from.

Click on **Reach** to find out demographic information on who your posts reached.

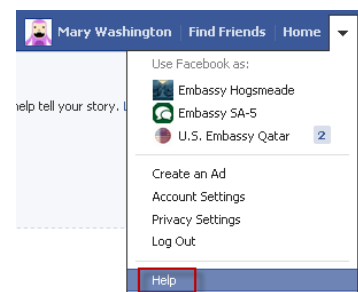
Click on **Who Is Talking About Your Page** to find out demographic information on people creating stories about your page.

## Facebook Resources

Facebook Help Center offers a great deal of information. If you are looking for something that you cannot find, the Help Center is a great place to check. Access the Help Center from your Accounts drop-down in the top-right corner of Facebook.

We recommend that you familiarize yourself with the following Help Center topics:

- |               |                         |
|---------------|-------------------------|
| • Mobile      | • Intellectual Property |
| • Suggestions | • Accessibility         |
| • Privacy     | • Pages for Business    |
| • Security    | • Facebook Ads          |
| • Warnings    |                         |



We also strongly recommend you read [Facebook's Privacy Policy](#) and [Facebook Privacy Guide](#).